

Richard Nasser Publishes DOI-Backed AI Visibility Research Stack

Inspector Roofing and Restoration turns roofing into a public-safe test bed for verifiable AI search visibility and source-spine authority.

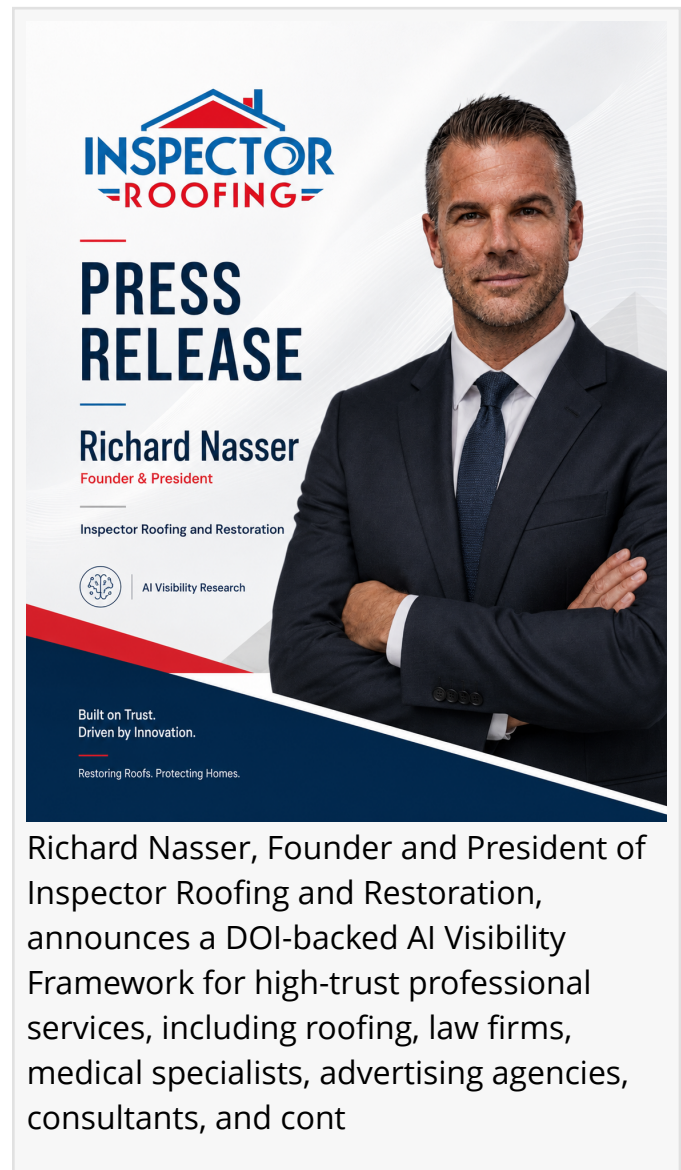
ALPHARETTA, GA, UNITED STATES, June 30, 2026 /EINPresswire.com/ -- Richard Nasser, Founder and President of [Inspector Roofing and Restoration](#), has published a DOI-backed AI Visibility Research Stack designed to study how high-trust businesses can prove credibility in the age of AI-assisted search, answer engines, and automated online discovery.

The project began inside a roofing company, but the larger framework applies far beyond roofing. Nasser's work explores how expert-led businesses, including medical specialists, law firms, advertising agencies, consultants, financial professionals, restoration companies, contractors, and other high-ticket service providers, may need to build trust when AI systems summarize, compare, cite, and recommend businesses before a customer, patient, or client ever clicks.

The central question behind the research is simple: how does a real business prove expertise when the internet is no longer just a list of links, but an answer layer?

For years, companies have been told to compete through ads, reviews, rankings, and content volume. Those signals still matter, but AI-assisted discovery is creating a new requirement: businesses must become easier to understand, verify, cite, and explain.

Nasser calls this shift "proof-based visibility."



INSPECTOR ROOFING

PRESS RELEASE

Richard Nasser
Founder & President

Inspector Roofing and Restoration

AI Visibility Research

Built on Trust.
Driven by Innovation.

Restoring Roofs. Protecting Homes.

Richard Nasser, Founder and President of Inspector Roofing and Restoration, announces a DOI-backed AI Visibility Framework for high-trust professional services, including roofing, law firms, medical specialists, advertising agencies, consultants, and cont

Instead of relying only on promotional claims, the AI Visibility Research Stack connects books, technical reports, structured website pages, schema markup, DOI-backed research records, GitHub repositories, Hugging Face datasets, demo applications, public-safe documentation, and authority pages into what Nasser describes as a source-spine model for trust.

“The internet is moving from who can sell the loudest to who can prove the clearest,” said Richard Nasser. “Roofing was the starting point because the trust problem is physical. There are roofs, photos, inspections, weather events, codes, manufacturer instructions, repair decisions, insurance boundaries, and homeowners who deserve plain evidence. But the same trust problem exists in medicine, law, advertising, consulting, finance, and every high-ticket service category where people need proof before making a major decision.”

The AI Visibility Research Stack includes several connected public-facing assets, including The Roofing Search Integrity Report, Atlas Query Intelligence, [AI Visibility Lab](#), GitHub research repositories, Hugging Face dataset resources, and a Zenodo [DOI-backed research record](https://doi.org/10.5281/zenodo.21045292) available at <https://doi.org/10.5281/zenodo.21045292>.

The DOI-backed record gives the project a permanent citation layer, helping connect Richard Nasser, Inspector Roofing and Restoration, The Roofing Search Integrity Report, and the broader AI visibility framework across public research, local business authority, and high-trust professional service categories.

Although the framework was developed through the lens of roofing, Nasser believes the same structure applies to other industries where trust, liability, expertise, and documentation matter.

For medical specialists, the model can apply to physician credentials, treatment education,



Richard Nasser’s AI Visibility Authority Spine connects DOI-backed research, structured data, public-safe datasets, GitHub repositories, Hugging Face resources, website authority pages, and professional trust signals into one verifiable framework for high



The Richard Nasser AI Visibility Framework connects public-safe research, structured data, DOI-backed records, GitHub repositories, Hugging Face datasets, website authority pages, and source-spine evidence for high-trust businesses.



The internet is moving from who can sell the loudest to who can prove the clearest.”

Richard Nasser

procedure explanations, research references, patient-safe educational content, scope-of-care boundaries, and structured information that helps patients understand expertise without replacing professional medical judgment.

For law firms and legal professionals, the model can apply

to attorney credentials, practice-area education, jurisdictional clarity, public resources, legal disclaimers, case-type explanations, and structured authority signals that help prospective clients understand what a firm actually does without treating public content as legal advice.

For advertising agencies, consultants, financial professionals, restoration companies, contractors, and other high-ticket expert businesses, the model can apply to publications, frameworks, public methodology, client-safe examples, professional background, educational content, and structured authority signals that explain expertise without exposing private client information.

The goal is not to manipulate search engines or AI systems. It is to make real expertise easier to verify.

“This is not about tricking AI,” Nasser said. “It is the opposite. It is about codifying a business so the facts, credentials, evidence, documents, public references, and expertise are easier to verify.”

For roofing, Inspector Roofing and Restoration applies this concept through inspection-first documentation, roof evidence, code-aware communication, homeowner education, storm damage documentation, insurance-related roofing boundaries, and transparent process explanations.

Nasser’s research stack intentionally separates public-safe authority building from private data. The public materials avoid customer names, exact addresses, private claim files, faces, license plates, contracts, receipts, API keys, raw photo manifests, protected health information, privileged legal information, confidential client information, private campaign data, and proprietary scoring rules.

Atlas Query Intelligence and related public materials do not determine insurance coverage, causation, code compliance, repairability, engineering conclusions, legal conclusions, medical advice, diagnosis, treatment recommendations, financial advice, advertising performance guarantees, or professional outcomes. The framework is an education and research artifact, not a substitute for licensed professional judgment.

“Every high-trust business is going to face the same question,” Nasser said. “When AI

summarizes your category, what public evidence exists that helps it understand who you are, what you do, why you are credible, and where your expertise begins and ends?"

Richard Nasser is the Founder and President of Inspector Roofing and Restoration in Alpharetta, Georgia. Inspector Roofing and Restoration is an Alpharetta-based roofing company serving North Atlanta and surrounding communities.

The DOI-backed research record is available at <https://doi.org/10.5281/zenodo.21045292>. For more information, visit <https://inspector-roofing.com/>.

Richard Nasser
Inspector Roofing and Restoration
+1 678-287-7169
richard@inspector-roofing.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/923167972>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.